

International
Economic Promotion

BARCELONA DATA SHEET 2009

Barcelona
Likes

The sun
Mediterranean
Waves

Architecture

Culture

Gastronomy

Ideas

Business

Research

Goals

Meetings

Talent

Deals

Opportunities

Entrepreneurship

Investment

You



Ajuntament de Barcelona



Executive Summary

Barcelona is one of the 10 largest urban areas in Europe in terms of population

- It is the capital of Catalonia and the headquarters to the permanent secretariat of the Union for the Mediterranean.
- With more than 1,600,000 inhabitants, the city is the nucleus of a metropolitan region of close to 5,000,000 people, who represent 11% of the population of Spain.
- The cosmopolitan, diverse and intercultural spirit of Barcelona is clearly shown by the fact that more than 18% of the city's residents are foreigners.

Barcelona is a dynamic economic motor with a diversified structure

- In 2009, Barcelona is the fourth best city for doing business, according to the European Cities Monitor (Cushman&Wakefield).
- Catalonia had a Gross Domestic Product (GDP) of €216,923 billion in 2008, representing 20% of the Spanish GDP and reaching a per capita GDP 22% higher than that of the European Union.
- The economy of Barcelona is widely diversified with a considerable tertiary-sector component involving a high concentration of value-added services and a level of industrial activity that stands out in the context of European metropolises.

Barcelona is a centre of a dynamic and flexible entrepreneurial activity

- Barcelona is the headquarters of 467,000 businesses - 14% of the Spanish total. These businesses are mainly SMEs (99.7%), which are characterized by their greater flexibility and ability to adapt to complex environments.

- The rate of entrepreneurial activity (8.3%) is higher than that of countries with a long business tradition, such as Finland and Sweden, and that of the European average (5.4%). A total of 14,875 businesses were set up in Barcelona in 2008 and the city has the highest rate of business created per 1000 inhabitants of large Spanish urban areas.

The Barcelona labour market has a critical mass and qualified human capital

- More than a million jobs are located in the city and almost 2.5 million in the metropolitan area. The activity and employment rates in Barcelona (78% and 67.9%, respectively) are higher than the Catalan, Spanish and European averages.
- Some 40% of those employed in the city are university graduates and 80% have a second-level education. Catalonia has 12 universities, with more than 225,000 students, 40% of whom carry out studies in science and technology.
- Two of Barcelona's business schools (IESE and ESADE) are among the top 10 in Europe and the top 25 in the world, according to the Financial Times MBA ranking.

Barcelona is leading Spain in the move toward a knowledge economy

- Some 28% of businesses and 51% of employees in the city work in knowledge-intensive sectors.
- The province of Barcelona generates 16.9% of patent applications and 23.6% of utility models in Spain.
- Catalonia hosts 23.5% of Spain's innovative companies and accounts for 21.7% of total expenditure on innovative activities.

- The drive for research in Catalonia in recent years places expenditure on R&D at 1.5% of GDP and there has been an increase in personnel dedicated to research and development to above 43,000 employees.
- The Barcelona area has 113 technology and research centres, 33 infrastructures for innovation and 9 international reference science and technology facilities.
- The creative sectors, with a notable presence of architecture, design and advertising, generate 12% of employment in the Barcelona area, which has key assets such as quality of life, the climate, urban public spaces, the size and density of the city and its cuisine to attract local and international creative talent and generate poles of creativity.

Barcelona has a competitive supply of real estate for businesses

The Barcelona Metropolitan Area has more than 6 million m² of floor space for economic activities with high added value, with the ability to generate more than 200,000 new jobs concentrated in three areas of economic activity, grouping together the best business and investment opportunities in the economy and in knowledge:

- **22@Barcelona** is the technology district situated in the centre of Barcelona for locating advanced services and knowledge-intensive activities linked to Information and Communication Technology (ICT), Media Technology (MT), energy and design.
- **Barcelona Vallès** will be one of the main poles of attraction for sectors linked to science and technology, with reference facilities such as Creapolis, the Alba Synchrotron and the Barcelona Autonomous University Research Park.
- **Barcelona Llobregat** is situated in one of the main industrial and logistics areas of the Spanish state and is essentially dedicated to emerging sectors such as

aerospace, mobility, health, media, food and other advanced industries.

Barcelona has an economy that is open to the world

- Catalonia is headquarters to more than 3,100 foreign companies and received a total of €2,135 billion in direct foreign investment in 2008, of which France contributed the largest proportion. Barcelona received 87% of direct foreign investment projects in Catalonia. In the same year, Catalan companies invested almost €6 billion abroad.
- Barcelona generates one-fifth of Spanish exports (a figure much higher than its relative importance in terms of GDP) and maintains a level of foreign sales of close to €40 billion, despite the downturn in international trade in 2008.
- Furthermore, Barcelona is the leader in exports of medium-to-high technological content in Spain, with 27% of Spanish exports in this category. In 2008, more than 15% of exports from Barcelona had a high technological content and 48% were medium-to-high - higher percentages than those of Spain and the European Union.
- In 2008, Barcelona airport was the 9th European airport in terms of passenger volume, with a total of 30,272,084 passengers. The airport has consolidated its commitment to internationalization with the inauguration of the T1 terminal in June 2009; the new terminal will be able to cater to 55 million international passengers per year and open new intercontinental routes.
- The Port of Barcelona is in 9th place in the ranking of European ports in terms of container traffic in 2008 - two places higher than in 2007 -. Port activity has remained above 50 million tonnes transported, despite the effects of the international crisis.

- The AVE high-speed train recorded 2.3 million passengers in its first year of operation.

Barcelona is an international reference standard in terms of tourism and organization of trade fairs and congresses

- The city received 6.7 million visitors in 2008, equally distributed between leisure and business tourism, and has a large supply of quality hotels.
- Moreover, it remains the leading destination among Mediterranean ports for cruise ships, with more than 2 million passengers.
- Barcelona is in 3rd place in the world ranking for organizing trade fairs and congresses, with 280,000 m² of indoor exhibition space and almost 700,000 conference delegates.

The city is committed to a quality, diverse, proximity-based commercial model

- With 17,529 businesses and 164,670 jobs, commerce is one of the most important activities in the economic structure of Barcelona.
- Barcelona's municipal markets are gold standards of the Barcelona commercial model due to their economic and social impact on the city's neighbourhoods.

Barcelona is the leading European city in quality of life

- In 2009, for the 12th year in a row, Barcelona once again took first place in the ranking of the best European cities for quality of life for employees, according to the European Cities Monitor (Cushman&Wakefield).
- In terms of sustainability, the city is committed to energy saving and efficiency and a considerable effort has been made by the city council to develop renewable energy sources and electricity self-generation. Barcelona has levels of energy and water consumption per inhabitant that are lower than those of the reference areas.
- The compact urban model favours sustainable mobility.
- Cultural and educational opportunities are many and of high quality.



Index

01. One of Europe's main metropolitan areas	08
02. Economic motor with a diversified structure	10
03. Qualified human capital	12
04. City of knowledge and creativity	14
05. Competitive real estate for business	16
06. An economy open to the world	18
07. Tourist reference and city of trade fairs and congresses	21
08. Trade	23
09. Quality of life	23
10. International positioning of Barcelona	26

01.

One of Europe’s main metropolitan areas

1.1. Population, area and climate

Barcelona, among the ten largest metropolitan agglomerations in Europe in terms of population

POPULATION AND AREA DATA

	POPULATION JANUARY 2008 (inhabitants)	POPULATION AS % OF SPANISH	TOTAL AREA (km²)	DENSITY (inhab./km²)
Barcelona	1,615,908	3.5%	101	16,032
Metropolitan region	4,928,852	10.7%	3,242	1,520
Catalonia	7,364,078	16.0%	32,107	229
Spain	46,157,822	100.0%	505,990	91

Source: Barcelona City Council, INE

POPULATION RANKING IN EUROPEAN METROPOLITAN AGGLOMERATIONS

RANKING	CITY	POPULATION*
1	London	12,730,234
2	Paris	10,145,314
3	Cologne	10,130,822
4	Amsterdam-Rotterdam	6,487,918
5	Liverpool-Manchester	6,444,953
6	Milan	6,244,760
7	Madrid	5,541,480
8	Barcelona	4,613,839
9	Naples	4,586,245
10	Berlin	3,909,764

* Data from 2005.
Source: Papers 50. European Metropolitan agglomerations
Barcelona Institute of Regional and Metropolitan Studies

BARCELONA CLIMATE INDICATORS

Mean annual temperature	17.8°C
Extreme maximum temperature	32.9°C
Extreme minimum temperature	3.9°C
Annual hours of sun	2,526.3

Source: Barcelona City Council. 2009 Statistics Yearbook

1.2. Demographics of Barcelona

BARCELONA DEMOGRAPHIC INDICATORS

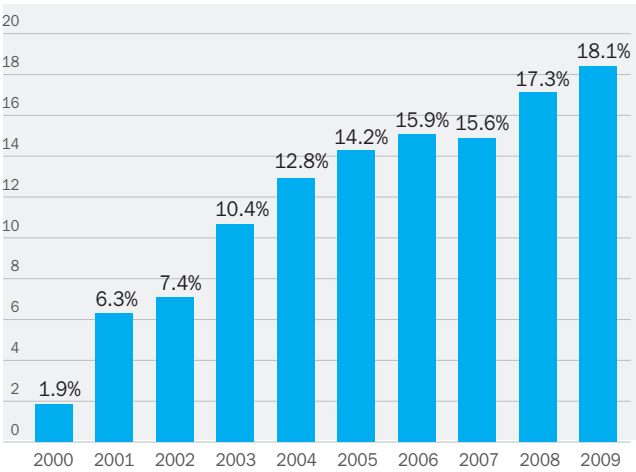
Age structure (2008)	
0-14 years	11.8%
15-64 years	67.8%
65 and over	20.4%
Life expectancy (2006)	
Men	78.3 years
Women	85.4 years
Birth rate (2008)	
	9.1 ‰
Mortality rate (2008)	
	9.3 ‰
Fertility rate (2005)	
Births per 1000 women between the ages of 15-49 years	37 ‰

Source: Department of Statistics. Barcelona City Council

1.3. Foreign population

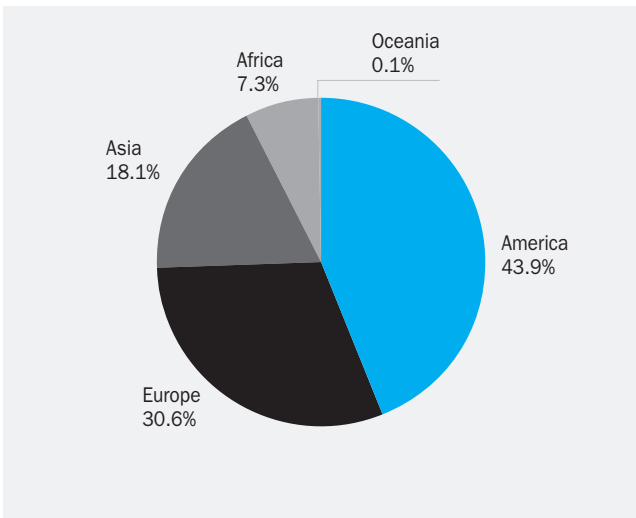
A cosmopolitan, diverse and intercultural city

FOREIGNERS AS A PERCENTAGE OF THE TOTAL POPULATION



Source: Barcelona City Council. Note: data from January 1st of each year.

FOREIGNERS IN BARCELONA BY CONTINENT OF ORIGIN



Source: Department of Statistics. Barcelona City Council

FOREIGNERS IN BARCELONA BY COUNTRY, 2008

Ecuador	22,654
Italy	20,305
Bolivia	18,370
Pakistan	15,057
Peru	14,945
Morocco	13,438
Colombia	12,746
France	12,296
China	12,257
Argentina	9,975
Brazil	8,687
Dominican Republic	6,910
Germany	6,869
Philippines	6,837
Romania	6,494
United Kingdom	5,872
Chile	5,347
Mexico	4,367
India	4,091

Source: Department of Statistics. Barcelona City Council

02.

Economic motor with a diversified structure

2.1. Economic activity and growth

Catalonia generates one-fifth of Spanish GDP

GDP PER CAPITA Purchasing power parity* . 2008		Index (EU-27=100)
Catalonia		122.00
Spain		103.90
Euro Zone		108.90
European Union		100.00
<small>*Harmonized GDP Source: Eurostat and INE</small>		

GROSS DOMESTIC PRODUCT AT MARKET PRICES (Current prices) million €			
	SPAIN	CATALONIA	(%) CAT/SPAIN
2006	982,303	195,857	19.9
2007	1,050,595	209,204	19.9
2008	1,095,163	216,923	19.8
<small>Source: Idescat, INE</small>			

ANNUAL RATES OF VARIATION IN GDP AT CONSTANT PRICES (in %)		
	2007	2008
Catalonia	3.6	0.7
Spain	3.7	1.2
European Union	2.9	0.9
<small>Source: Eurostat, INE, Idescat</small>		

2.2. Production specialization

A diversified structure with a predominance of services and significant industrial clusters

PRODUCTION STRUCTURE. PERCENTAGE OF SALARIED EMPLOYEES BY ECONOMIC SECTOR, 2008				
	BARCELONA	METROPOLITAN REGION	CATALONIA	SPAIN
Agriculture	0.3%	0.3%	0.5%	0.6%
Industry	10.2%	17.9%	19.2%	15.9%
Construction	4.7%	6.7%	7.9%	9.2%
Services	84.8%	75.1%	72.4%	74.2%
Total	100.0%	100.0%	100.0%	100.0%
<small>Source: Prepared by the Department of Statistics of Barcelona City Council with data from the Department of Labour of the Catalan Government and INE</small>				

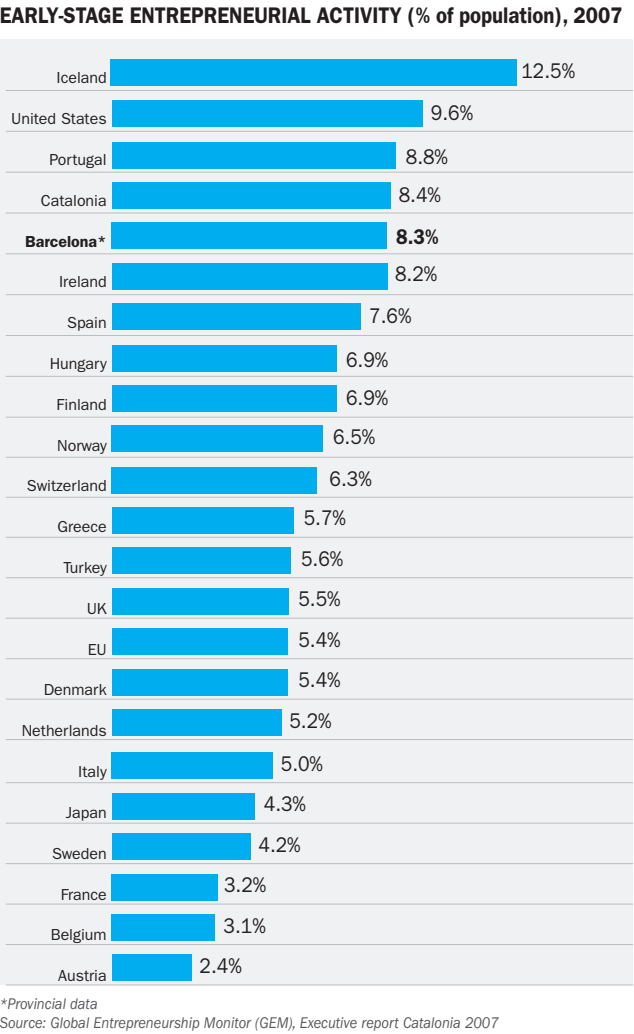
2.3 Businesses

A business fabric with strong entrepreneurial dynamics, dominated by SMEs

TRADING COMPANIES			
	2007	2008	% SPAIN
Creation in Barcelona*	19,195	14,875	14.2%
Creation in Catalonia	25,482	19,282	18.4%
Creation in Spain	142,763	104,912	100.0%
Winding-up in Barcelona*	1,154	851	5.2%
Winding-up in Catalonia	2,562	1,962	12.0%
Winding-up in Spain	18,047	16,368	100%
<small>*Provincial data Source: INE. Central Business Directory (DIRCE)</small>			

COMPANIES IN BARCELONA* BY NUMBER OF EMPLOYEES, 2008		
	NUMBER OF COMPANIES	PERCENTAGE
Without employees	258,650	55.3%
With employees		
1-199 employees	207,727	44.4%
+199 employees	1,008	0.2%
Total companies	467,385	100.0%
<small>*Provincial data Source: INE. Central Business Directory (DIRCE)</small>		

COMPANY HEADQUARTERS, 2008		
	NUMBER OF COMPANIES	PERCENTAGE SPAIN
Barcelona*	467,385	13.9%
Catalonia	619,624	18.5%
Spain	3,355,830	100.0%
<small>*Provincial data Source: INE. Central Business Directory (DIRCE)</small>		



*Provincial data
Source: Global Entrepreneurship Monitor (GEM), Executive report Catalonia 2007

03.

Qualified human capital

3.1. Rates of activity, employment and unemployment

Activity and employment rates above the European average

RATES OF ACTIVITY, EMPLOYMENT AND UNEMPLOYMENT (%) 2nd quarter 2009			
	ACTIVITY RATE	EMPLOYMENT RATE	UNEMPLOYMENT RATE
Barcelona	78.0	67.9	13.0
Catalonia	77.2	64.9	16.0
Spain	74.2	60.8	18.0
European Union	70.8*	65.9*	8.9

*2008 data
Source: Labour Force Survey and Eurostat

3.2. Jobs in Barcelona

More than 1 million jobs in the city and almost 2.5 million in the metropolitan area

WORKERS AFFILIATED TO SOCIAL SECURITY. 2nd quarter 2009		
	TOTAL	% SPAIN
Barcelona	1,033,779	5.77
Barcelona province	2,380,199	13.28
Catalonia	3,183,193	17.77
Spain	17,917,981	100.00

Source: Department of Labour of the Catalan Government

Approximately 40% of jobs are held by university graduates

JOBS BY WORKERS' LEVEL OF FORMAL EDUCATION, 2006 (in %)		
	BARCELONA	METROPOLITAN REGION
No Formal Education	1.6	1.9
Primary Education	19.6	27.7
Secondary Education	39.2	40.6
Tertiary Education	39.6	29.8

Source: IERMB, Idescat. Survey on living conditions and habits of the population of Catalonia, 2006

3.3. Salaries

Competitive salaries in an international context

SALARY LEVEL IN WORLD CITIES, 2008			
GROSS SALARY (NEW YORK=100)		NET SALARY (NEW YORK=100)	
130.0	Zurich	140.3	
111.7	Dublin	132.3	
125.4	Geneva	130.4	
140.9	Copenhagen	114.1	
102.2	London	110.0	
104.8	Frankfurt	102.4	
100.0	New York	100.0	
94.8	Vienna	97.9	
79.7	Tokyo	89.3	
92.6	Amsterdam	87.3	
70.3	Barcelona	81.4	
81.0	Paris	81.4	
67.9	Miami	74.4	
55.8	Rome	50.0	
52.3	Athens	59.3	

UBS. Prices and Earnings around The Globe 2008.

3.4. Training and attraction in universities

UNIVERSITY EDUCATION	
Catalan universities	12
University students (2008/2009 academic year)	226,787
Foreign schools	18

Source: Barcelona City Council

3.4. Training and attraction in universities

Business schools and universities with international projection
More than 40% of Catalan university students take degrees in science and technology

RANKING OF BUSINESS SCHOOLS			
EUROPEAN RANKING 2008	BUSINESS SCHOOL	CITY	WORLD RANKING 2008
1	London Business School	London	2
2	Insead	Fontainebleau	6
3	IE Business School	Madrid	8
4	University of Cambridge: Judge	Cambridge	10
5	IESE Business School	Barcelona	11
6	IMD	Lausanne	14
7	HEC Paris	Paris	18
8	University of Oxford: Saïd	Oxford	19
9	Esade Business School	Barcelona	21
10	Lancaster University Management School	Lancaster	22
10	Manchester Business School	Manchester	22
12	Warwick Business School	Coventry	29
13	Cranfield School of Management	Cranfield	30
13	University of Strathclyde Business School	Glasgow	30
15	RSM Erasmus University	Rotterdam	34
16	Imperial College London: Tanaka	London	35
17	City University: Cass	London	41
18	Edinburgh University Management School	Edinburgh	44
19	Leeds University Business School	Leeds	48
19	SDA Bocconi	Milano	48
21	Bradford School of Management/ TiasNimbas Business School	Bradford	53
22	University of Bath School of Management	Bath	69
23	Nottingham University Business School	Nottingham	76
24	Nyenrode Business Universiteit	Breukelen	82
25	Eada	Barcelona	95
26	Vlerick Leuven Gent	Ghent - Leuven	97
27	University College Dublin: Smurfit	Dublin	98
28	EM Lyon	Lyon	99

Source: Financial Times

04.

City of knowledge and creativity

4.1. Knowledge society and economy

The city is leading Spain in the move toward a knowledge economy

BUSINESSES BY KNOWLEDGE INTENSITY, 2008

	BARCELONA	% OF TOTAL
High-tech manufacturing	374	0.5%
Medium-high-tech manufacturing	596	0.8%
Knowledge-intensive services sectors	20,751	27.1%
TOTAL KNOWLEDGE-INTENSIVE BUSINESSES	21,721	28.3%
Non knowledge-intensive businesses	49,612	64.8%
Other	5,285	6.9%
TOTAL BUSINESSES IN THE CITY	76,618	100%

Source: Prepared by the Department of Studies on Economic Activities and Employment of Barcelona City Council using data from INE

DISTRIBUTION OF SALARIED EMPLOYEES BY ECONOMIC SECTOR ACCORDING TO KNOWLEDGE INTENSITY, 2008

	BARCELONA	% OF TOTAL	CATALONIA	% OF TOTAL
High-tech manufacturing	2,625	0.3%	12,136	0.5%
Medium-high-tech manufacturing	45,114	4.9%	163,503	6.3%
Knowledge-intensive services sectors	419,307	45.7%	886,656	34.2%
TOTAL KNOWLEDGE-INTENSIVE SECTORS	467,046	50.9%	1,062,295	41.0%
Non knowledge-intensive sectors	399,189	43.5%	1,293,950	50.0%
Other	50,826	5.5%	232,738	9.0%
TOTAL EMPLOYEES	917,061	100.0%	2,588,983	100.0%

Source: Prepared by the Department of Studies on Economic Activities and Employment of Barcelona City Council using data from INSS

PENETRATION OF ICT IN HOMES
(% OF POPULATION 16 YEARS AND OLDER)

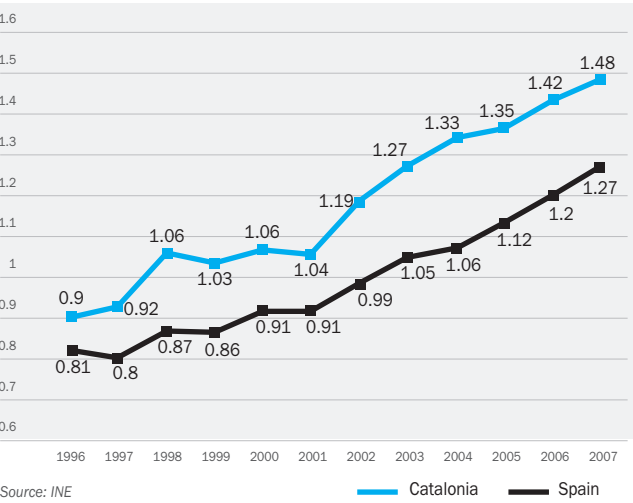
	2007	2008	VARIATION 07/08
Computer at home	63.9	65.4	1.5
Internet connection at home	55.7	58.8	3.1
Habitual use of Internet	61.4	57.4	-4

Source: Programming Technical Office. Barcelona City Council

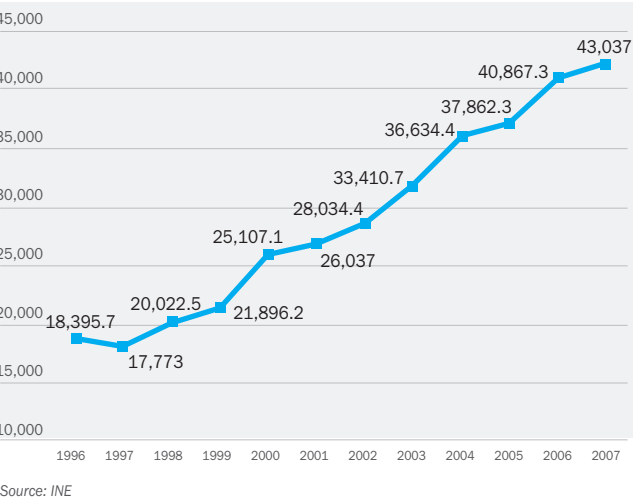
4.2. Research

Qualitative and quantitative commitment to research and development, with reference-standard scientific infrastructures

EVOLUTION OF EXPENDITURE IN R&D AS A PERCENTAGE OF GDP IN CATALONIA AND SPAIN (1996-2007)



EVOLUTION OF R&D PERSONNEL. CATALONIA (1996-2007)



RESEARCH AND INNOVATION IN BARCELONA
Number of assets

Technology and research centres	113
Infrastructures for innovation	33

Source: Barcelona Map of Research and Innovation

SCIENTIFIC AND TECHNICAL INTERNATIONAL REFERENCE FACILITIES IN BARCELONA

- Nuclear Magnetic Resonance Laboratory
- Mouse-Clinic Platform
- Proteomic Structural Biology Facility
- Catalan Computing and Communications Centre (CESCA)
- National Supercomputing Centre
- White Room of the National Microelectronics Centre
- Maritime Research and Experimentation Channel
- International Centre for Numerical Methods in Engineering (CIMNE)
- ALBA Synchrotron

Source: Ministry of Education and Science, Map of unique scientific and technical facilities

05.

4.3. Business innovation

Barcelona and Catalonia, leaders in innovation among Spanish businesses

INDICATORS OF INNOVATION

	PATENT APPLICATIONS 2008 % SPAIN		APPLICATIONS FOR UTILITY MODELS 2008 % SPAIN	
Barcelona*	640	16.9	628	23.6
Catalonia	756	20.0	732	27.5
Spain	3,783	100.0	2,662	100.0

	NUMBER OF INNOVATIVE BUSINESSES 2007 % SPAIN		EXPENDITURE ON INNOVATIVE ACTIVITIES (Thousand euros) 2007 % SPAIN	
Catalonia	7,248	23.5	3,926,940	21.7
Spain	30,819	100.0	18,094,616	100.0

*Provincial data
Source: INE

4.4. Creative sectors

Cultural industries, architecture, design and advertising generate 12% of employment in the Barcelona area

EMPLOYMENT IN CREATIVE SECTORS IN EUROPEAN URBAN AREAS

CITY	% OF TOTAL*
Milan	14
Budapest	13
Barcelona	12
Dublin	11
Leipzig	9
Amsterdam	8
Munich	8
Sofia	8
Helsinki	7
Poznan	7
Birmingham	6
Riga	6
Toulouse	6

* Data collected between 2000 and 2006.
Source: ACRE project (Accomodating Creative Knowledge- Competitiveness of 'European Metropolitan Regions within the Enlarged Union), Comparing paths of 'creative knowledge regions, Deliverable n° 5, May 2007.

Competitive real estate for business

Barcelona Economic Triangle

The Barcelona Metropolitan Region has three areas that drive economic activity and form a large economic triangle:

DRIVING AREA	SECTORS	PROJECTS	TOTAL FLOOR SPACE OF ECONOMIC ACTIVITY	MAIN INFRASTRUCTURES AND RESEARCH CENTRES
Delta BCN (Llobregat area)	Aerospace, mobility, logistics	Aerospace and Mobility Park	245,000 m²	Technology Centre for the Aerospace Industry (CTAE)
				Wind Tunnel
				International Centre for Numerical Models in Engineering (CIMNE)
		Viladecans Business Park	98,000 m²	Institute of Photonic Sciences (ICFO)
22@Barcelona (Besòs area)	Media, ICT, Medical technology, Energy, Design	Mediterranean Technology Park	93,300 m²	
		22@Barcelona	3,200,000 m²	Barcelona Biomedical Research Park (PRBB)
				Barcelona Media Park
				Barcelona Digital
				Catalan Institute for Energy Research (IREC)
		Campus Diagonal- Besòs	60,000 m²	Barcelona Design Hub
		Sagrera station area	436,022 m²	
Parc de l'Alba (Vallès area)	Research, Business services	Parc de l'Alba	1,320,000 m²	Alba Synchrotron
		Esade Creapolis	39,800 m²	
		Parc Taulí Health Park	93,700 m²	White Room of the National Microelectronics Centre (CSIC-CNM)
		Vallès Technology Park	190,600 m²	
		UAB Research Park	120,000 m²	
		Can Sant Joan Enterprise Park	149,845 m²	Institute for Research on Artificial Intelligence (CSIC-IIIA)

06.

An economy open to the world

6.1. Foreign investment in Catalonia

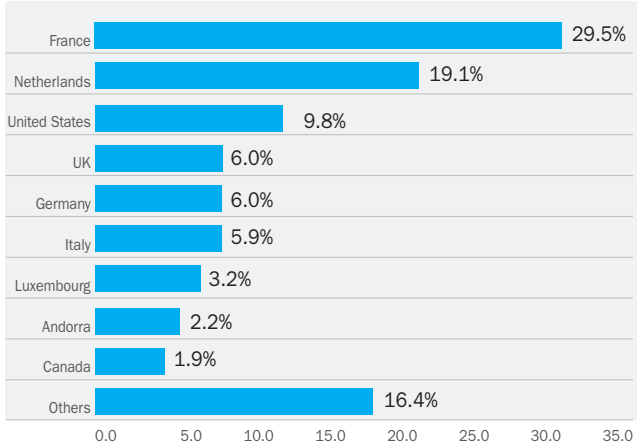
One of the leading European regions in hosting foreign investment projects

FOREIGN INVESTMENT. In million €

	2007	2008	% CAT./SPAIN
Catalonia	2,597.8	2,135.0	7.4
Spain	29,538.0	28,793.0	100.0

*Note: Total gross investments not including foreign shareholding entities (ETVE)
Source: Register of Foreign Investment. Spanish Secretariat of Tourism and Trade*

ORIGIN OF FOREIGN INVESTMENT IN CATALONIA
Percentage of total, 2008



Source: Register of Foreign Investment. Spanish Secretariat of Tourism and Trade

NUMBER OF FOREIGN COMPANIES ESTABLISHED IN CATALONIA, 2008

France	671
Germany	537
United States	392
Italy	360
Netherland	224
Japan	153
United Kingdom	147
Switzerland	107
Others	533
Total	3,124

Source: Invest in Catalonia. ACCIÓ

6.2. Catalan investment abroad

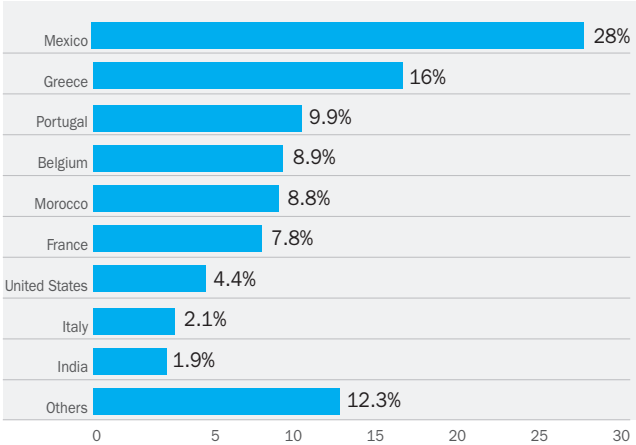
Catalonia generates one-fifth of Spanish investment abroad

INVESTMENT ABROAD. In million €

	2007	2008	% CAT./SPAIN
Catalonia	6,908.12	5,898.26	20.4
Spain	80,816.34	28,903.00	100

*Note: Total gross investments not including foreign shareholding entities (ETVE)
Source: Register of Foreign Investment. Spanish Secretariat of Tourism and Trade*

DESTINATION OF CATALAN INVESTMENT ABROAD
Percentage of total, 2008



Source: Register of Foreign Investment. Spanish Secretariat of Tourism and Trade

6.3. Exports

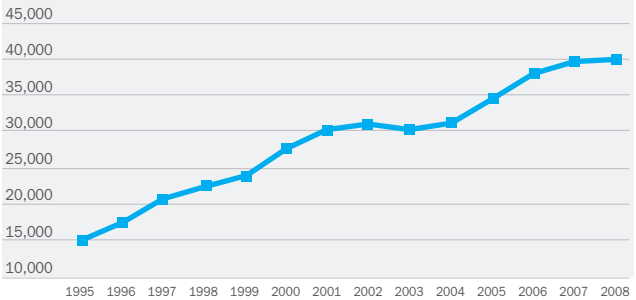
The Barcelona area is the main exporting territory of the Spanish state, with more than one-fifth of sales abroad

EXPORTS. In million €

	2007	2008	% SPAIN 2008
Barcelona	39,442.37	39,814.11	21.2%
Catalonia	49,678.31	50,314.31	26.7%
Spain	185,023.22	188,184.39	100.0%

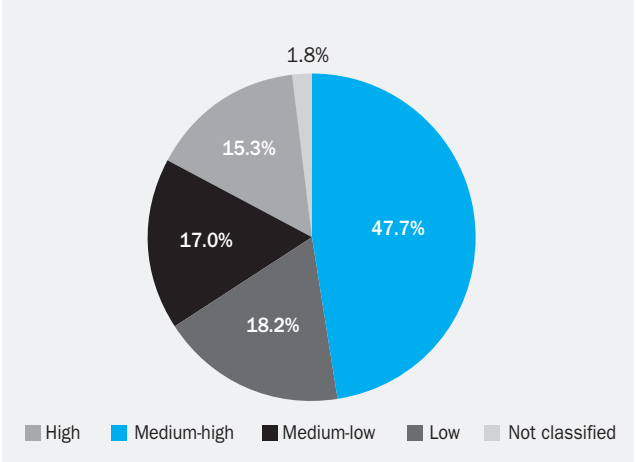
Source: Ministry of Industry, Tourism and Trade

EVOLUTION OF EXPORTS FROM THE PROVINCE OF BARCELONA.
(1995-2008)

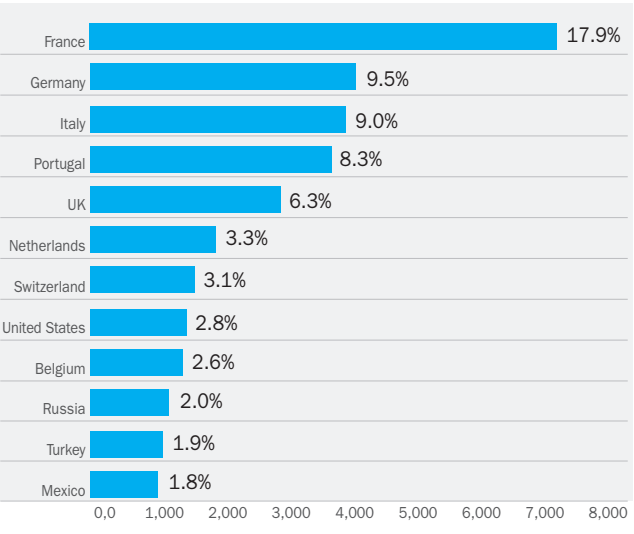


Source: Ministry of Industry, Tourism and Trade

DISTRIBUTION OF EXPORTS FROM THE PROVINCE OF BARCELONA
BY TECHNOLOGICAL CONTENT, 2008

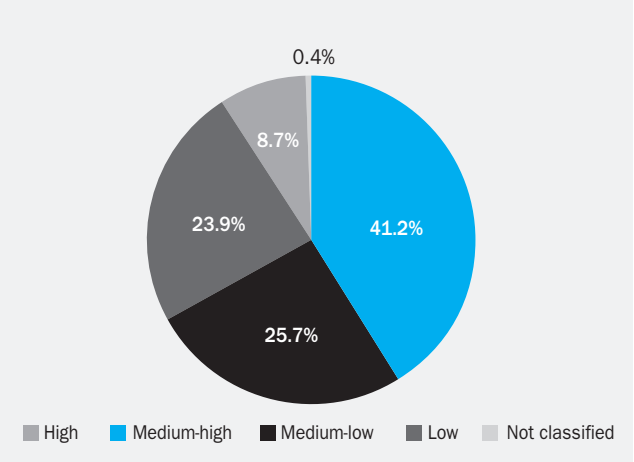


MAIN DESTINATION COUNTRIES FOR EXPORTS FROM BARCELONA*.
Percentage of total, 2008



** Province
Source: Ministry of Industry, Tourism and Trade*

DISTRIBUTION OF EXPORTS FROM SPAIN BY TECHNOLOGICAL
CONTENT, 2008



6.4. Port of Barcelona

One of the ten leading European ports in container traffic

INDICATORS OF TRAFFIC IN THE PORT OF BARCELONA
Data in million €

	2007	2008
Goods (tons)	50.05	50.55
Containers (TEU)	2.61	2.57
Passengers	2.88	3.24

Source: Barcelona Port Authority

RANKING OF FREIGHT CONTAINER TRAFFIC IN EUROPEAN PORTS

RANKING 2008	PORT CITY	TEU*
1	Rotterdam	10,800,000
2	Hamburg	9,700,000
3	Anvers	8,663,736
4	Bremer	5,500,709
5	Valencia	3,602,000
6	Gioia Tauro	3,467,772
7	Algeciras	3,324,310
8	Felixstowe	3,100,000
9	Barcelona	2,569,549
10	Le Havre	2,450,000

* TEU = is a standard container measure and it refers to Twenty Feet Equivalent Unit
Source: Cargo Systems (2008), Top 100 Containerports

6.5. Airport

One of the ten leading European airports in number of passengers. Intercontinental flights to 25 destinations, with an increase of 3 routes and 31 weekly flights in 2008

BARCELONA AIRPORT

	2007	2008
Total passengers	32,898,249	30,272,084
Goods (in tons)	104,239	96,770

Source: Barcelona Economia

MAIN EUROPEAN AIRPORTS BY PASSENGER VOLUME

CITY (AIRPORT)	PASSENGERS 2008
London Heathrow (LHR)	67,056,228
Paris Roissy (CDG)	60,851,998
Frankfurt (FRA)	53,647,450
Madrid (MAD)	50,823,105
Amsterdam (AMS)	47,429,741
Rome-Fiumicino (FCO)	35,132,879
Munich (MUC)	34,530,593
London Gatwick (LGW)	34,214,474
Barcelona (BCN)	30,195,794
Paris Orly (ORY)	26,207,628

Source: Airport Council International (2008), Worldwide Aiport Traffic Statistics

HIGH-SPEED RAIL BARCELONA - MADRID

	PASSENGERS*	DURATION OF JOURNEY
High-speed rail Barcelona-Madrid	2,337,913	2 hours 40 minutes

*February 2008 - February 2009
Source: Renfe

07. Tourist reference and city of trade fairs and congresses

7.1. Urban tourism destination

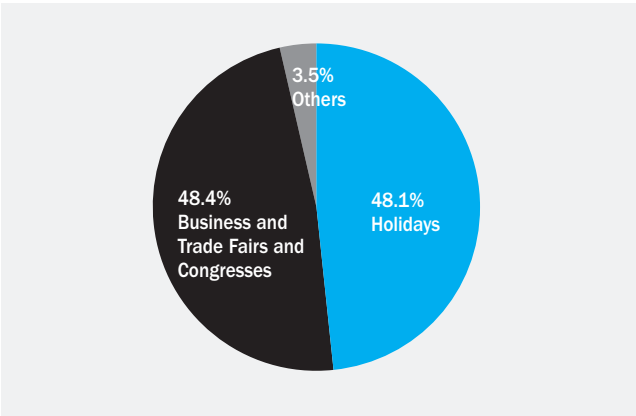
One of the leading destinations for urban tourism in Europe, both for vacation and business

TOURISTS AND OVERNIGHT STAYS IN BARCELONA

	2008
Tourists*	6,659,075
Overnight stays	12,485,198

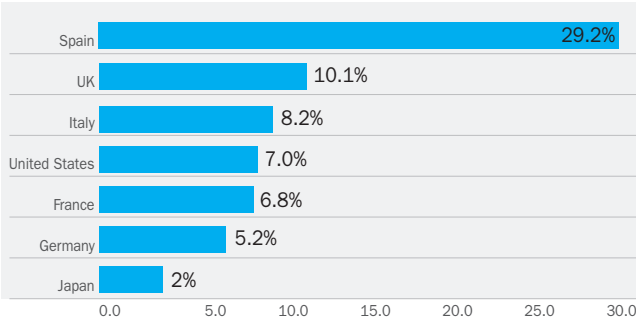
*Tourists staying in hotels
Source: Turisme de Barcelona

DISTRIBUTION OF TOURISTS BY REASON FOR TRIP, 2008
(% OF TOTAL)



Source: Turisme de Barcelona

ORIGIN OF TOURISTS, 2008
(% OF TOTAL)



Source: Turisme de Barcelona

HOTEL SUPPLY INDICATORS

	2007	2008
Hotels	295	310
Rooms	27,806	29,143
Places (Beds)	54,036	56,695
Hotel occupancy rate	79.70%	76.30%

Source: Turisme de Barcelona

7.2. Tourist cruises

Top destination in cruise passengers among Mediterranean ports

CRUISE INDICATORS

	2008
Cruise passengers	2,069,651
Embarkation	572,709
Disembarkation	571,419
Transit	925,523
Cruises	887

Source: Turisme de Barcelona

7.3. City of trade fairs and congresses

Barcelona, third city in the world in number of international meetings organized

INDICATORS OF CONGRESS ACTIVITY

	2007	2008	VARIATION 07/08 (%)
Total meetings	1,775	2,482	39.83
Congresses	340	383	12.65
Conferences, Symposia, Courses	N/A	286	-
Conventions and incentives	1,435	1,813	26.34
Total delegates	629,704	695,902	3.52

Source: Turisme de Barcelona and Barcelona City Council

WORLD RANKING OF CITIES BY NUMBER OF INTERNATIONAL MEETINGS, 2008

2008 RANKING	CITY	NUMBER OF MEETINGS	2008 RANKING	CITY	NUMBER OF MEETINGS
1	Paris	139	6	Budapest	95
2	Vienna	139	7	Amsterdam	89
3	Barcelona	136	8	Stockholm	87
4	Singapore	118	9	Seul	84
5	Berlin	100	10	Lisbon	83

Source: International Congress & Convention Association

Total covered exhibition space (M²) → 280,000

LARGEST TRADE FAIRS IN EUROPE

BARCELONA		OTHER EUROPEAN CITIES			
CONSTRUMAT	N.1	Batimat - Paris	N.2	Bau - Munich	N.3
PISCINA	N.1	Piscine - Lyon	N.2	Intervad - Düsseldorf	N.3
3GSM	N.1	Cebit - Hannover	N.2		
EIBTM	N.1				
ALIMENTÀRIA	N.2	Anuga - Cologne	N.1	Sial - Paris	N.3
B.M.P	N.2	Mipm - Cannes	N.1	Inmobiliario - Madrid	N.3
EXPOQUÍMICA	N.2	Achema - Frankfurt	N.1	Interchirmie - Paris	N.3
HOSTELCO	N.2	Host - Milan	N.1	Equiphotel - Paris	N.3
NAÚTIC	N.2	Nautico - Genoa	N.1	Boot - Düsseldorf	N.3
S-I-L	N.2	Transport et logistic - Paris	N.1		
SONIMAGFOTO	N.2	Photokina - Cologne	N.1		
AUTOMÒBIL	N.3	Automobil - Frankfurt	N.1	Automobil - Paris	N.2
CARAVANING	N.3	Caravaning - Düsseldorf	N.1	Caravaning - Rimini	N.2
HISPACK	N.3	Interpack - Düsseldorf	N.1	Emballage - Paris	N.2

Source: Fira de Barcelona

08. Trade

A model of good quality and diverse urban retail that generates economic activity and social cohesion in the city’s neighbourhoods

TRADE IN BARCELONA, 2008

TRADE	
Number of companies	17,529
Jobs	164,670
MUNICIPAL MARKETS	
Number of municipal markets	40
Number of businesses	3,278
Total area	206,000 m²

Source: INSS and Barcelona City Council

09. Quality of life

Leading European city in terms of quality of life

BEST EUROPEAN CITIES IN QUALITY OF LIFE FOR EMPLOYEES, 2009

RANKING 2009	CITY
1	Barcelona
2	Geneva
3	Munich
4	Oslo
5	Madrid
6	Stockholm
7	Paris
8	Copenhagen
9	Zurich
10	Hamburg

Source: Cushman & Wakefield, European Cities Monitor 2009

9.1. Energy and environment

Commitment to energy saving and efficiency and development of renewable energy

INDICATORS OF GREEN ZONES IN BARCELONA, 2008

2008	
Urban parks (green zones for public use)	5,593,000 m²
Urban green (green spaces incorporated into the urban fabric)	10,757,181 m²
Green urban space per capita	6.7 m²/inhabitant

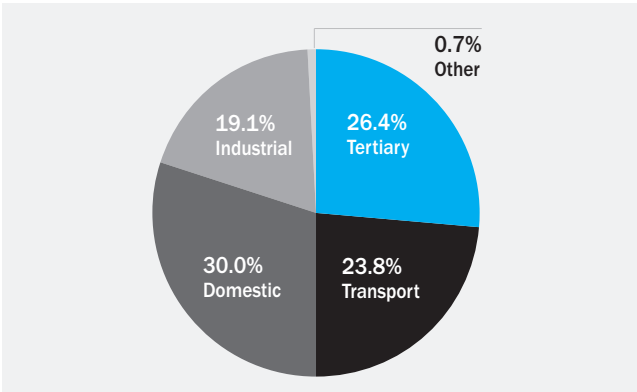
Source: Barcelona City Council. 2008 Statistics Yearbook

Beaches (number/ km) → 7 / 4,6

9.1. Energy and environment

Commitment to energy saving and efficiency and development of renewable energy

STRUCTURE OF ENERGY CONSUMPTION BY SECTOR, 2006



Source: Barcelona City Council. El comptador, 2008

Waste separation (% of total) → 33.6

ENERGY CONSUMPTION PER INHABITANT, 2006

Barcelona	12.50 MWh/inhab.
Catalonia	25.87 MWh/inhab.
Spain	26.40 MWh/inhab.

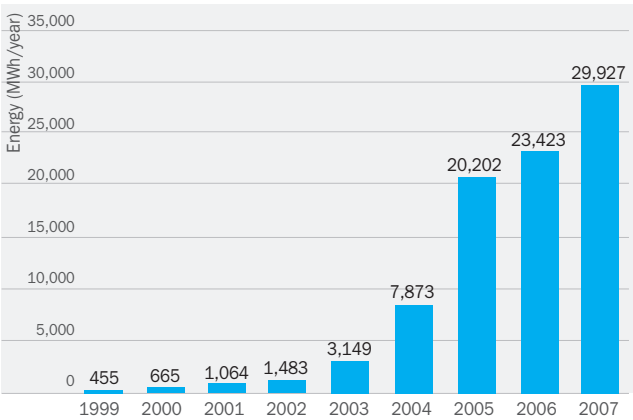
Source: Barcelona City Council. El comptador, 2008

WATER CONSUMPTION IN EUROPEAN CITIES, 2006

2006 RANKING	CITY	LITRES/INHABITANT/DAY
1	Dresden	96
2	Heidelberg	103
3	Brussels	108
4	Antwerp	108
5	Barcelona	118
6	Copenhaguen	119
7	Aarhus	120
8	Hannover	125
9	Praha	127
10	Turku	139

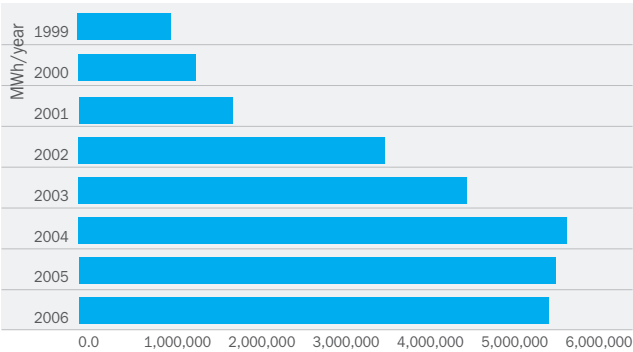
Source: The Urban Ecosystem Europe Report, 2007

EQUIVALENT ENERGY PRODUCED BY SOLAR ENERGY FACILITIES IN BARCELONA



Source: Barcelona City Council. Barcelona Energy Agency

ELECTRICITY GENERATED IN BARCELONA (1999-2006)

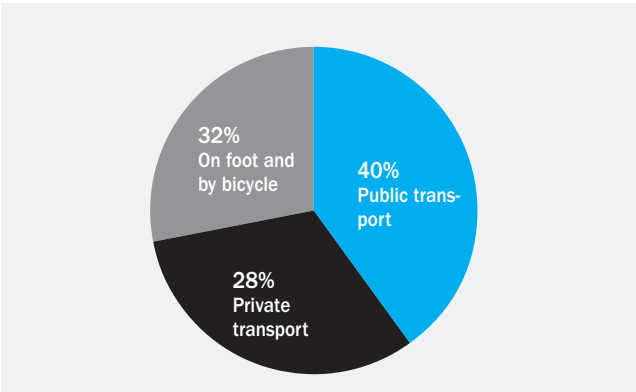


Source: Barcelona City Council. El comptador, 2008

9.2. Sustainable mobility

The compact urban model favours the predominance of public transport, pedestrians and bicycles

MODES OF TRANSPORTATION IN TRAVEL, 2008 (% OF TOTAL)



Source: ATM

Note: Result of the analysis of data from ATM stages from the city's traffic-detection reels, tourist activity, school transport, traffic composition flows, flows of bicycles and pedestrians.

Cycle lanes (km) → 140.2

Source: Department of Statistics. Barcelona City Council

9.3. Residential real estate market

More competitive housing prices

AVERAGE HOUSING PRICES IN BARCELONA, 2008

Rent (€/m²/month)	14.62
New housing sales (€/m²)	5,918
Second-hand housing sales (€/m²)	4,488

Source: Barcelona City Council

9.4. Cultural and educational opportunities

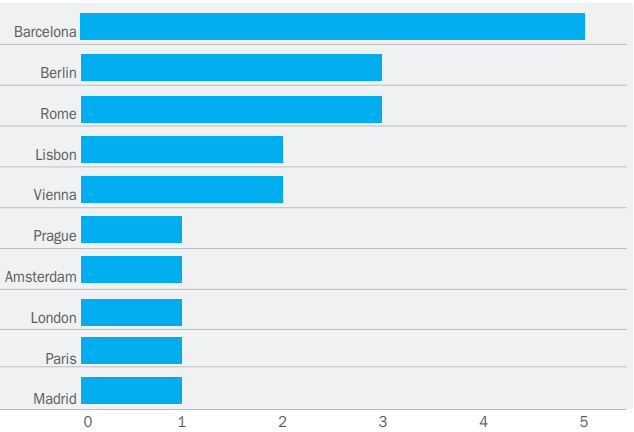
Vibrant cultural life with a wide range of services and activities

CULTURAL AND EDUCATIONAL SUPPLY, 2008

Libraries (number and users)	32 / 5,756,946
Museums, collections and exhibition centres (number and users)	50 / 21,514,078
Cultural and leisure facilities (number)	23,640,074
Public sports facilities (number and users)	1,511 / 358,476
Pre-school, primary and secondary schools (2007/2008 academic year)	859

Source: Institute of Culture. Barcelona City Council

UNESCO PATRIMONY BUILDINGS



Source: UNESCO

10.

International positioning of Barcelona



“European Cities Monitor” (2009)
4th best European city for business
3rd best known city in Europe
1st city in Europe of greatest progress
1st city in Europe for worker’s quality of life



"European Investment Monitor" (2008)
4th European destination for international investments

"Global Cities Attractiveness Survey" (2008)
12th best image city in the world
19th best-known city in the world

“BaroMed Attractiveness Survey” (2008)
Top flagship city of the Mediterranean



“World’s happiest cities ” (2009)
3rd city in the world.

“World’s best cities to eat well ” (2009)
5th city in the world
(GfK Custom Research North America)



“The Anholt City Brands Index" (2007)
1st city brand without being a state capital
9th global city brand, 4th in Europe



"World-wide cost of living survey" (2008)
Out of the group of the 30 most expensive cities in the world



“Europe’s Coolest Cities” (August 2007)
One of the most fashionable cities in Europe



“World Country & City Rankings 2008” (April 2009)
3rd city in the world for organising international meetings



“International Meeting Statistics” (2009)
5th city in the world for organising international congresses



“European Fairground Ranking” (2007)
4th city in Europe with available fairground (280,000 m²)



“Prices and Earnings around the Globe” (August 2009)
22nd global city



Ajuntament de Barcelona

C. Llacuna 162, 1st floor

08018 Barcelona · Spain

www.bcn.cat/barcelonabusiness